

ASPIRA, INC. OF NEW JERSEY  
DEVELOPMENT COMMITTEE  
REPORT TO THE BOARD OF DIRECTORS

July 30, 1994  
Mirva Rivera, Chairperson

Gene Calderon, Member  
Jose Valentin, Member

#### CHARGE OF THE DEVELOPMENT COMMITTEE

The Development Committee is charged with the responsibility of identifying new sources of revenue that will support ASPIRA, Inc. of New Jersey's programmatic efforts. It also spearheads fundraising events/activities that will augment the fund which supports general operating expenses.

## ABOUT THIS REPORT

The Development Committee was directed to review ASPIRA, Inc. of New Jersey's three-year plan with respect to the Development portion and to report on the status of the goals listed in the plan.

The Committee met, examined the previous goals, and contained herein is a status report as well as new goals and future directions as determined by the Committee.

Please note the previous chair of this committee resigned in November, 1993. An interim chair was appointed in March, 1994. The Development Committee is proud of what it has been able to accomplish in such a short time.

## INTRODUCTION AND OVERVIEW

The Development Committee researched the national philanthropic climate in 1993. Presented for your information are the results of this general analysis:

- . American individuals, foundations and corporations gave \$126.22 billion to charities in 1993, up from \$121.89 billion in 1992.
- . Individual giving, which constitutes the vast majority of all philanthropic activity in the United States, increased by 3.4%, to \$102.6 billion.
- . Aid to education, which, in this instance, means higher education, increased by 5.5%.
- . Giving to religion rose by 4%.
- . Giving to human services organizations increased by 3.71%.
- . International affairs agencies fared the best, and environmental organizations, the least.
- . Corporate giving remained the same (\$5.92 billion), while foundation grants increased by an estimated 6.56%.
- . Arts, culture and humanities organizations reflected a 2.62% increase.

**GOAL 1:** To identify and generate sources of revenue to implement programs.

**OBJECTIVE A:** To raise funds to initiate new programs in order to meet the emerging needs of Puerto Rican/Latino youth in New Jersey.

**ACCOMPLISHMENTS:** The following new funding prospects were contacted:

- . City of Newark Community Development Block Grant Program
- . Aetna Foundation
- . George F. Baker Trust
- . The Ford Foundation
- . General Mills Foundation
- . Polaner Family Foundation
- . WWOR TV
- . Spectra Colors Corporation (Hispanic-owned business)
- . CONRAIL
- . Trans-World Airlines
- . Techniserv Data Systems, Inc. (Hispanic-owned business)
- . Camin Cargo Control (Hispanic-owned business)
- . Shifa Management Systems (Hispanic-owned business)
- . Lion Plastics (Hispanic-owned business)
- . Court Courier Systems, Inc. (Hispanic-owned business)
- . Modern Sanitation Systems (Hispanic-owned business)
- . Mendez Dairy (Hispanic-owned business)
- . Metro Litho, Inc. (Hispanic-owned business)

**NEW DIRECTIONS:**

1. Individuals and businesses are being identified through the New Jersey Business Directory.

2. Since there has been an increase in United Way donor designations to ASPIRA, the Development Committee requests that

staff contact the various United Ways in our service area to determine the best time to go out to speak to businesses that conduct campaigns so that we can present the ASPIRA story and generate more individual donor designations.

3. A new boilerplate proposal will be developed.

**TIMELINE:**

1. Researching new sources of potential funders is an on-going activity.

2. Contacting individuals and businesses through the New Jersey Business Directory will be implemented by August, 1994 and completed by February, 1995.

3. Contact with United Ways will begin in August, 1994. Presentations to businesses will begin when the United Way campaign cycles kick in. It is the intention of the Development Committee that this will become an annual activity.

4. The new proposal will be developed by January, 1995.

**RESPONSIBILITY:**

The Development Committee in conjunction with ASPIRA Development Office staff will be responsible for reaching this goal.

**GOAL 2: To establish the network of ASPIRA Alumnae/i/**

**OBJECTIVE A: To cultivate ASPIRA Alumni.**

**ACCOMPLISHMENTS:**

. The Development Committee has researched the files and has obtained an alumni list.

. The Committee has developed a questionnaire as well as a cover letter to be sent to alumni.

**NEW DIRECTIONS:**

. The Development Committee will expand the mailing list of ASPIRA "graduates" through use of the media (i.e. ads placed in newspapers, radio and cable TV announcements). The list will also be expanded by contacting AHAHE, ASPIRA counselors and contacts with other ASPIRA associations in the tri-state area.

. Meetings will be scheduled with alumni to identify a group to assist us in re-activating the association.

. Alumni activities will be institutionalized.

**TIMELINE:**

. Questionnaires will be mailed to alumni by August 15, 1994 requesting a return by the end of August. Media contact will be made simultaneously.

. The first meeting of the Alumni Association will be scheduled for the middle of September, 1994.

. Alumni activities will be built in to ASPIRA's annual planning schedule.

**RESPONSIBILITY:**

The Board of Directors, the Development Committee and the staff of ASPIRA will all be responsible for aspects of re-activating the Alumni Association.

**OBJECTIVE B:** To facilitate the Alumnae/i's fundraising capabilities.

**ACCOMPLISHMENTS:** This objective was projected to be accomplished by June, 1995. There are no accomplishments to be reported at this time.

**NEW DIRECTIONS:**

- . Alumni activities such as dances, a trip to the Meadowlands, etc. will be implemented.

- . Alumni activities will be coordinated with ASPIRA associations in the tri-state area as well as the national office.

- . Alumni will be asked to participate in the agency's regular fundraising activities such as identifying potential sources of funds. volunteering to speak before funders, etc.

**TIMELINE:**

- . The timeline remains the same -- June, 1995.

**RESPONSIBILITY:**

The Board of Directors, the Development Committee and staff are responsible for this objective.

**GOAL 3:** To strengthen and expand development activities.

**OBJECTIVE:** To raise funds for General Operating expenses.

**ACCOMPLISHMENTS:**

. It was projected that the current mailing list be updated. This has been accomplished.

. Two special events were held -- The 25th Anniversary Gala and the Annual Luncheon.

**NEW DIRECTIONS:**

. The Board of Directors will be asked to assist in expanding ASPIRA's network.

. A fundraising night at the Meadowlands will be set-up specifically for ASPIRA and friends of ASPIRA.

**TIMELINE:**

. Raising funds for general operating expenses is an on-going activity.

. The special fundraising night at the Meadowlands will be scheduled by June, 1995. Alumni will also participate in this event.

**RESPONSIBILITY:**

The Board of Directors, the Development Committee and staff.

## **PUBLIC RELATIONS**

**GOAL 1: To increase the public awareness of ASPIRA.**

After much discussion it was the consensus of the Development Committee that public relations for the agency should be the domain of a separate Public Relations Committee. The Development Committee feels that the time is right to establish this committee since we have new members of the board with skills in this area and we will be activating our Alumni Association. We can ask appropriate alumni to assist us in this area as well.